ABSTRACT

An auction system and method is disclosed which displays a graphical representation of a buy bid, ask bid and a series of incremental bids therebetween along a scale. A user may enter a new bid by moving the computer screen cursor to a position on the scale and initiating an entry command. The system then reconfigures the scale to reflect the newly entered bid should the spread between the buy bid and ask bid reach a select level the incremental bids are reassociated with a decreased monetary value and possibly reconfigured in the quantity of incremental bids within the spread.